ORDER

Orders Order / Rev: 707246 Alt Order #: 06283509 OBAMA SKED C Product Desc: WKYC 1617 Estimate: 08/19/12 - 09/03/12 Joe Knauer Flight Dates: Primary AE: Original Date / Rev: 08/16/12 / 08/29/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential, Political, PL-Federal Order Separation: 00:15:00

Bill Plan

Totals

Advertiser External ID:

Agency External ID:

Start Date	End Date	# Spots	Gross Amount	Net Amount		
08/13/12	08/19/12	1	\$550.00	\$467.50		
08/20/12	08/26/12	55	\$45,450.00	\$38,632.50		
08/27/12	09/02/12	50	\$41,000.00	\$34,850.00		
09/03/12	09/09/12	1	\$1,000.00	\$850.00		

P-2

AGY, GEN, POL

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	56	\$46,000.00	\$39,100.00	0.00
September 2012	51	\$42,000.00	\$35,700.00	0.00
Totals	107	\$88,000.00	\$74,800.00	0.00

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	21%	\$88,000.00
Market	100%	\$419,047.62

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$4,190.48
WEWS	31%	\$129,904.76
WJW	22%	\$92,190.48
WOIO	24%	\$100,571.43
WUAB	1%	\$4,190.48

Ln Ch Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type Spe	ots	Amount
E 1 WKYC 08/20/12	08/31/12	M-F 11-1135p	CM	11-1135p	MTWTF	:30 1	\$2,800.00 P-2	0.00 NM	2	\$5,600.00
		Channel 3 News a	at 11p M-F							
CH 3 NWS AT 11<										
Start Date E	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/20/12 0	8/26/12	MTWTF	1	\$2,800.00	0.00					
Week: 08/27/12 0	9/02/12	MTWTF	1	\$2,800.00	0.00					
E 2 WKYC 08/20/12	08/31/12	Nightly News	СМ	M-Su 6:28p-7	р МТЖТБ	:30 1	\$3,000.00 P-2	0.00 NM	2	\$6,000.00
		Nightly News								
AVG. ALL WKS<										
Start Date E	Ind Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 08/20/12 0	08/26/12	MTWTF	1	\$3.000.00	0.00					

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Order / Rev: 707246 Advertiser: Obama/D/President

MTWT---

3

\$750.00

0.00

09/02/12

Week: 08/27/12

Alt Order #: 06283509 Product Desc: OBAMA SKED C WKYC

Flight Dates: 08/19/12 - 09/03/12 Estimate: 1617

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 08/20/12 08/31/12 E 2 WKYC Nightly News MTWTF--:30 \$3,000.00 P-2 0.00 NM \$6,000,00 Nightly News AVG. ALL WKS< Weekdays Start Date **End Date** Spots/Week Rate Rating 09/02/12 MTWTF-0.00 Week: 08/27/12 \$3.000.00 E 3 WKYC 08/20/12 08/31/12 \$500.00 P-2 0.00 NM Davs of Our Lives CM 1p-2p MTW- - - -:30 5 8 \$4.000.00 Davs of Our Lives DAYS-OUR LIVES< **End Date** Weekdays Spots/Week Start Date Rate Rating Week: 08/20/12 08/26/12 MTWTF--5 \$500.00 0.00 MTW- - - -Week: 08/27/12 09/02/12 3 \$500.00 0.00 E 4 WKYC 08/20/12 08/31/12 M-F 10-11a СМ 10a-11a MTWTF--:30 3 \$250.00 P-2 0.00 NM \$1.500.00 6 M-F 10-11a GOOD COMPNY TV Weekdays Start Date **End Date** Spots/Week Rate Rating MTWTF-Week: 08/20/12 08/26/12 3 \$250.00 0.00 MTWTF--Week: 08/27/12 09/02/12 3 \$250.00 0.00 0.00 NM F 5 WKYC 08/20/12 08/31/12 MTWT---\$500.00 P-2 M-F 11a-1230p CM 11a-1230p :30 5 9 \$4.500.00 11a-1230p TODAY SHW3-NBC< Spots/Week Start Date **End Date** Rating Weekdays Rate MTWTF-Week: 08/20/12 08/26/12 5 \$500.00 0.00 Week: 08/27/12 09/02/12 MTWTF--\$500.00 4 0.00 E 6 WKYC 08/20/12 08/31/12 MTWTF--\$300.00 P-2 M-F 2-3p CM :30 5 0.00 NM \$2,400.00 2-3p R Rachel Ray RACHAEL RAY Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 08/20/12 08/26/12 MTWTF--5 \$300.00 0.00 09/02/12 MTWT---Week: 08/27/12 3 \$300.00 0.00 E 7 WKYC 08/20/12 08/31/12 M-F 3-4p CM 3p-4p MTWTF--:30 \$350.00 P-2 0.00 NM 9 \$3,150.00 The Doctors COMMENTS APPLY TO SUB LINES A THRU B DOCTORS< Weekdays Neekdays Rating Start Date **End Date** Spots/Week Rate Week: 08/20/12 08/26/12 MTWTF--\$350.00 0.00 MTWTF--Week: 08/27/12 09/02/12 5 \$350.00 0.00 E 8 WKYC 08/20/12 08/31/12 Early Today СМ 4a-430a MTWTF--:30 2 \$50.00 P-2 0.00 NM 4 \$200.00 Early Today EARLY TDAY-NBC< **End Date** Spots/Week Rating Start Date Weekdays Rate Week: 08/20/12 08/26/12 MTWTF--\$50.00 0.00 MTWTF--Week: 08/27/12 09/02/12 \$50.00 0.00 СМ E 9 WKYC 08/20/12 08/31/12 M-F 4-5p MTWTF--:30 5 \$500.00 P-2 0.00 NM \$4,500.00 4p-5p 9 Ellen Degeneres COMMENTS APPLY TO SUB LINES A THRU B **ELLEN<** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/20/12 MTWTF--08/26/12 \$500.00 0.00 5 MTWTF--Week: 08/27/12 09/02/12 \$500.00 0.00 E 10 WKYC 08/20/12 08/31/12 CM MTWTF--:30 \$175.00 P-2 0.00 NM M-F 430a-5a 430a-5a 2 4 \$700.00 430a News CH 3 NEWS 430A< Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF- -Week: 08/20/12 08/26/12 \$175.00 0.00 2 0.00 Week: 08/27/12 09/02/12 MTWTF--2 \$175.00 E 11 WKYC 08/20/12 08/31/12 M-F 5-6p CM MTWT---:30 \$750.00 P-2 0.00 NM 7 \$5,250.00 5p-6p Dr. Phil COMMENTS APPLY TO SUB LINES A THRU B DR. PHIL Weekdays Spots/Week Start Date End Date Rating Rate MTWTF--Week: 08/20/12 08/26/12 \$750.00 0.00

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Order / Rev: 707246 Advertiser: Obama/D/President

Alt Order #: 06283509 Product Desc: OBAMA SKED C WKYC

Flight Dates: 08/19/12 - 09/03/12 Estimate: 1617

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 12 WKYC	08/20/1	2 08/31/12	M-F 7-730p Channel 3 News	CM at 7P	7-730p	МГЖГБ	:30	1	\$1,200.00 P-2	0.00 NM	2	\$2,400.00
CH 3 N	WS AT 7	<	Charmer of tews	at 11								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/ Week: 08/		08/26/12 09/02/12	MTWTF MTWTF		\$1,200.00 \$1,200.00	0.00 0.00						
			M-F 7-9a Today	CM	7a-9a	МГWГ	:30	6	\$1,000.00 P-2	0.00 NM	10	\$10,000.00
L 10 With	00/20/1	2 00/01/12	Today Show	OIVI	74 54	WIWI	.00	Ü	Ψ1,000.001 2	0.00 14101	10	Ψ10,000.00
TODAY	SHW		,									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/ Week: 08/		08/26/12 09/02/12	MTWTF MTWT	_	\$1,000.00 \$1,000.00	0.00 0.00						
E 14 WKYC			M-F 730-8p	CM	730-8p	MTWTF	:30	3	\$1,200.00 P-2	0.00 NM	6	\$7,200.00
			Entertainment To						, ,			, ,
	NIGHT 3											
Sta Week: 08/	rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
Week: 08/		08/26/12 09/02/12	MΓWΓF		\$1,200.00 \$1,200.00	0.00 0.00						
E 15 WKYC			M-F 9-10a Today		9a-10a	MTWT	:30	4	\$550.00 P-2	0.00 NM	7	\$3,850.00
			Today Show II		(9:00 AM-10:0	00 AM)						
_	SHW2-N											
Sta Week: 08/	rt Date	End Date 08/26/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$550.00	Rating 0.00						
Week: 08/		09/02/12	МГWГ	3	\$550.00	0.00						
E 16 WKYC		2 08/27/12	Mon Prime A	CM	8p-9p	M	:30	1	\$3,500.00 P-2	0.00 NM	2	\$7,000.00
			Mon Prime A									
	LL WKS	End Data	Mookdovo	Cnoto/Mook	Doto	Dating						
<u>Sta</u> Week: 08/	rt Date 20/12	End Date 08/26/12	Weekdays M	Spots/Week 1	Rate \$3,500.00	Rating 0.00						
Week: 08/		09/02/12	M		\$3,500.00	0.00						
E 17 WKYC	08/27/1	2 08/27/12	Mon Prime B	CM	9-10p	M	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
A) (O A			Mon Prime B									
	LL WKS	End Date	Weekdays	Spots/Week	Poto	Rating						
Week: 08/		09/02/12	M	<u>3pois/Week</u>	Rate \$2,500.00	0.00						
E 18 WKYC			M-F 6-630p	CM	6p-630p	MTWTF	:30	1	\$2,000.00 P-2	0.00 NM	2	\$4,000.00
			Channel 3 News	at 6p								
	WS AT 6			0 . 00 .	5.	D .:						
Sta Week: 08/	rt Date	End Date 08/26/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate \$2,000.00	Rating 0.00						
Week: 08/		09/02/12	MTWTF		\$2,000.00	0.00						
E 19 WKYC	08/19/1	2 08/26/12	Su 12-1230p	CM	12-1230p /Su	ıS	:30	1	\$550.00 P-2	0.00 NM	2	\$1,100.00
A) (O A			Channel 3 News	at Noon Su								
	LL WKS rt Date	End Data	Mookdove	Spots/Week	Poto	Rating						
Week: 08/		End Date 08/19/12	<u>Weekdays</u> S	<u>3pois/Week</u>	<u>Rate</u> \$550.00	0.00						
Week: 08/		08/26/12	S	1	\$550.00	0.00						
E 20 WKYC	08/21/1	2 08/21/12	Tues Prime Other		Various	- T	:30	1	\$6,000.00 P-2	0.00 NM	1	\$6,000.00
۸۷/۵ ۸	LL WKS		Tues Prime Othe	r	(8:00 PM-10:0	00 PM)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/26/12	- T		\$6,000.00	0.00						
N21 WKYC	09/01/1	2 09/01/12	SAT TDY	CM	7a-9a	S-	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
			NBC Today Shov	v (Sa)								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 08/		09/02/12	S-	CM	\$1,000.00 7-730p	0.00	:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
INZZ VVNIC	U3/U1/T	∠ U3/U1/12	Sat 7-730P SA 7-730P	CIVI	1-130p	3-	.30	1	φυυυ.υυ ۲-2	U.UU INIVI	'	φυυ.υυ
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		09/02/12	S-	1	\$500.00	0.00						
N23 WKYC	09/02/1	2 09/02/12	SS 9-1030a	CM	9a-1030a Sa	/SuS	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
											l	

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WKYC

 Order / Rev:
 707246
 Advertiser:

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Flight Dates:

Advertiser: Obama/D/President

: OBAMA SKED C

08/19/12 - 09/03/12 Estimate: 1617

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Channel 3 News 9am Sa/Su Start Date **End Date** Weekdays Spots/Week Rate Rating 1 \$1,000.00 Week: 08/27/12 09/02/12 ----S 0.00 N24 WKYC 09/02/12 09/02/12 Sun 6-630p CM 6-630p ----S :30 1 \$2,000.00 P-2 0.00 NM \$2,000.00 Channel 3 News at 6p SUN Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 ----S 1 \$2,000.00 0.00 N25 WKYC 09/03/12 09/03/12 M-F 7-9a Today СМ 7a-9a M- - - - -:30 1 \$1,000.00 P-2 0.00 NM \$1,000.00 **Today Show** Weekdays Start Date Spots/Week **End Date** Rate Rating M- - - - -Week: 09/03/12 09/09/12 1 \$1,000.00 0.00 N26 WKYC 08/30/12 08/31/12 M-F 5-6p СМ ---TF--:30 \$650.00 P-2 0.00 NM \$650.00 5p-6p 1 Dr. Phil Weekdays Spots/Week Start Date **End Date** Rate Rating ---TF--Week: 08/27/12 09/02/12 \$650.00 0.00

Totals 107 \$88,000.00